

SERFF Tracking Number: MUTM-127301395 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 49186
Company Tracking Number: JAMIE LUCY
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - MRC34017_0611
Project Name/Number: Long Term Care Advertising/MRC34017_0611

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127301395 State: Arkansas
MRC34017_0611

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed-Closed State Tr Num: 49186

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler,
Harris Shearer

Author: Jamie Lucy

Disposition Date: 07/22/2011

Date Submitted: 06/30/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: MRC34017_0611

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 07/22/2011

State Status Changed: 07/22/2011

Deemer Date:

Created By: Jamie Lucy

Submitted By: Jamie Lucy

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

MRC34017_0611

MRC34017-1_0611 (Reply Card)

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved forms. It will be used with appropriate approved forms in your state.

SERFF Tracking Number: MUTM-127301395 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 49186
Company Tracking Number: JAMIE LUCY
TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified
Product Name: Long Term Care Advertising - MRC34017_0611
Project Name/Number: Long Term Care Advertising/MRC34017_0611

We request that any information in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

jl

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant

Mutual of Omaha 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation:

SERFF Tracking Number: *MUTM-127301395* *State:* *Arkansas*
Filing Company: *Mutual of Omaha Insurance Company* *State Tracking Number:* *49186*
Company Tracking Number: *JAMIE LUCY*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Advertising - MRC34017_0611*
Project Name/Number: *Long Term Care Advertising/MRC34017_0611*
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$100.00	06/30/2011	49276772

SERFF Tracking Number:	MUTM-127301395	State:	Arkansas
Filing Company:	Mutual of Omaha Insurance Company	State Tracking Number:	49186
Company Tracking Number:	JAMIE LUCY		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	Long Term Care Advertising - MRC34017_0611		
Project Name/Number:	Long Term Care Advertising/MRC34017_0611		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/22/2011	07/22/2011

<i>SERFF Tracking Number:</i>	<i>MUTM-127301395</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Mutual of Omaha Insurance Company</i>	<i>State Tracking Number:</i>	<i>49186</i>
<i>Company Tracking Number:</i>	<i>JAMIE LUCY</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - MRC34017_0611</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/MRC34017_0611</i>		

Disposition

Disposition Date: 07/22/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-127301395 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 49186
Company Tracking Number: JAMIE LUCY
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - MRC34017_0611
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Self Mailer, Reply Card	Filed-Closed	Yes

SERFF Tracking Number: MUTM-127301395 State: Arkansas

Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 49186

Company Tracking Number: JAMIE LUCY

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: Long Term Care Advertising - MRC34017_0611

Project Name/Number: Long Term Care Advertising/MRC34017_0611

Form Schedule

Lead Form Number: MRC34017_0611

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/22/2011	MRC34017_0611, MRC34017-1_0611	Advertising	Self Mailer, Reply Card	Initial		0.000	MRC34017_0611_Self-Mailer.pdf

[AGENT'S AGENCY NAME]
[AGENT'S NAME]
[AGENT'S ADDRESS]
[AGENT'S CITY, STATE ZIP]

[Company Name]
[Name]
[Address]
[City, State ZIP]



*It makes good
business sense.*

Long-Term Care Insurance underwritten by: Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175
Policy forms LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-5ML-ID, LTC09M-10ML-ID. In NC: LTC09M-5ML-NC, LTC09M-10ML-NC. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA. In WA: LTC09M-5ML-WA, LTC09M-10ML-WA. Coverage may vary by state. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company.

This is a solicitation of insurance. An insurance agent may contact you by telephone to provide additional information (in WA: producer).

MUTUAL OF OMAHA INSURANCE COMPANY

**Mutual Care[®]
at Work**

Long-Term Care Insurance



*Protecting Your
Most Valuable
Business Asset...*



MRC34017_0611



...Your Employees

Did you know a long-term care situation could impact both your employees and your business?

- When an employee suffers a long-term illness or injury, he or she may face paying the high cost of long-term care services
- If a family member needs care, the employee may have to miss work, decrease work hours or take an extended leave of absence

A Mutual Care at Work long-term care insurance program from Mutual of Omaha Insurance Company can help you protect your employees and their extended family members. And that's good for business.

It's easy!

A Mutual Care at Work program can be tailored to meet your business objectives.

- You choose who will participate – all employees or a select few
- You decide whether to fund the program using business dollars or offer it to employees on a voluntary basis
- We handle all the details for you, including employee communications and enrollment

It makes good business sense!

Giving your employees the opportunity to obtain long-term care insurance at work has a lot of advantages. It can help your business:

- Attract and retain quality employees
- Enhance the company's reputation as a place people want to work
- Build morale and develop a workforce of loyal employees
- Improve productivity and reduce absenteeism

It offers tax advantages!*

Depending on the tax-structure of your business, there may be significant tax savings when you use business dollars to purchase long-term care insurance. Additionally, your employees may enjoy tax savings on the long-term care insurance policy they purchase under your company's program.

If you'd like to learn more about protecting your most valuable business asset with long-term care insurance, fill out the attached reply card and drop it in the mail today.

Want to learn more?

Adding long-term care insurance to your employee benefits package is easy. I'll be happy to show you how.

*Consult with a professional tax and/or legal advisor before taking any action that may have tax and legal consequences.

YES. Tell me more about **Mutual Care® at Work!**

Your Name _____
 Title _____
 Business Name _____
 Business Address _____
 City _____ State _____ ZIP _____
 Best phone number to reach you _____
 Best time to call _____
 E-mail address _____

This is a solicitation of insurance. By returning this form, you are requesting to have a licensed insurance agent contact you by telephone to provide additional information (in WA: producer).

Long-term care insurance underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms LTC09M-5ML, LTC09M-10ML (or state equivalent), In ID: LTC09M-5ML-ID, LTC09M-10ML-ID. In NC: LTC09M-5ML-NC, LTC09M-10ML-NC. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA. In WA: LTC09M-5ML-WA, LTC09M-10ML-WA. These policies have exceptions and limitations.

MRC34017-1_0611

